



Target Customer
Medical practices and clinics



Target Audience
Head physicians, Medical practice managers, and Partners

Customer pain points

- Lack of differentiation with other medical practices
- Complex medical systems and information lead to confused and frustrated patients
- Wait times leave patients in waiting rooms with no way to interact with the staff
- No single way to communicate timely and important information to patients

Samsung's Solution

Samsung's Pro TV series meets the needs of medical practice, no matter the size, with stunning, customizable 4K TVs. Samsung's TVs are seamless to install and display custom content with a few easy clicks.

Customer benefit

Samsung Pro TV has powerful Crystal UHD picture quality, extended 16/7 operating time and is supported by a 3-year warranty. Samsung Pro TV gives you the choice:

- To select TV ranging from 43-75 inches to fit the needs of your office space
- Elevate the in-office experience by engaging patients and keeping them informed about important medical and office information
- Display content in brilliant picture quality with 4X the power of full HD resolutions
- Operate day in and day out with a dependable Samsung Pro TV and display relevant healthcare content to your patients
- With the Samsung Business TV app on your phone or tablet, create and update your messages and content from more than 100 customizable templates that suits your office

Why Samsung?

- **Maximize Your Performance.** Transform static communications and unlock new possibilities with a diverse line of panel technology designed to meet any business display need.
- **Drive Transformation.** With an all-in-one solution, intuitive, advanced content management and display capabilities and a robust platform that is ideal for any business.
- **Create New Experiences.** Connect with an advanced ecosystem of leading digital signage partners, through the Samsung platform, to create tailored, seamless experiences.

Why does the customer care?

Placing digital signage in waiting areas can help lower anxiety, alleviate frustration and reduce the perceived wait time by as much as¹

35%

63%

of people say that Digital Signage captures their attention²

Digital displays can potentially³

double audience information retention.

What's the customer need?

The owners, partners, physicians and staff of small medical practices need better ways to engage with patients during medical appointments. Signage is often needed to share information on office hours, available procedures, and other important medical information and news. Practices need a solution that can more effectively and visually communicate with patients in the waiting area and while patients are in the exam rooms.